

Cowlitz County
Quit Line Data Summary
January 1 - March 31, 2002

	County	State
Number of Calls to Quit Line	N = 116	N = 4,096
Percent of Statewide Calls	3.4%	100.0%
Percent of State Population in County¹	1.6%	100.0%

	County %	State %
Gender	N = 115	N = 3,737
Female	65.2%	61.7%
Male	34.8%	38.3%
Race/Ethnicity	N = 108	N = 3,032
People of Color	8.3%	12.8%
White	91.7%	87.2%
Age	N = 113	N = 3,176
Less than 18 years old	6.2%	2.3%
18 - 24 years old	12.4%	16.2%
25 - 34 years old	18.6%	23.2%
35 - 44 years old	29.2%	27.0%
45 years and older	33.6%	31.4%
Education	N = 110	N = 3,209
Did not graduate high school	28.2%	19.8%
High school graduate	27.3%	33.3%
Some college/vocational school	37.3%	36.9%
College graduate	7.3%	10.0%
Caller Type	N = 110	N = 3,483
General Information	7.3%	10.6%
Health care provider	0.0%	3.4%
Tobacco user	92.7%	86.1%
Payer Type	N = 76	N = 2,167
Insured	51.3%	40.2%
Uninsured	21.1%	25.1%
Medicaid	27.6%	34.7%
Heard About	N = 102	N = 3,110
Past caller	11.8%	12.9%
Employer/worksites	7.8%	1.4%
Health care provider	6.9%	17.0%
Television	24.5%	23.9%
Outdoor advertisement (billboard/bus/wall)	2.0%	4.9%
Targeted mailing	0.0%	0.2%
Great Start	3.9%	6.2%
Radio	4.9%	1.1%
Newspaper/Magazine	1.0%	1.7%
Brochure/Newsletter	4.9%	5.2%
Family or friend	30.4%	21.5%
Health Department	1.0%	3.0%
School	1.0%	0.9%